



Look in Your Mirror

after we have fitted you with glasses and you will be pleased with the attractive appearance. The reason is that in fitting glasses I not only supply right glasses to correct the optical defects, but also to suit the features. Patrons are coming a long ways, even from other states, to get the benefits of this splendid optical service.

If you have headaches, eye strain or other trouble, come and have your eyes examined at once.

Geo. E. Bisanar

Jeweler and Registered Optometrist.
Watch Inspector for Southern and C. and N. W. Railway.

All the most desirable novelties
For the Fall and Winter Season
are now shown in our increased assortments

Call and see our line before buying.

Mrs. W. R. Beckley,

"Milliner of Style."

The Hickory Daily Record
\$4.00 a Year in Advance

Dollar Day Sale.

We will sell you \$1.25 worth of
goods for \$1.00. This includes
any goods we carry.

'Phone us your orders.

Hickory Drug Company

A Good Drug Store in a Good Town

The REXALL Store

Telephone 46.

See Us for Good Printing

System Saves Time

We can save you money in your office.
A complete line of loose leaf systems, typewriter supplies, filing cabinets, etc.

Give us a trial before buying out of town

Watch our ad for DOLLAR DAY.

THE VAN DYKE SHOP Phone No 48
We DELIVER.

Meet me at the Book Store.

Want Ads in the Record bring Results

Notice to the Public!

Beginning Monday, October 2nd, the Catawba Co-operative Creamery will sell to its patrons in Hickory butter and eggs at cost price. The sales will be between the hours of 1 and 3 p. m., and the terms will be strictly cash.

Remember the Time, Place and Terms

CATAWBA CO-OPERATIVE CREAMERY

A. O. Mitchell, Mgr.

John W. Robinson, Pres.

Pastime Universal Pictures

Today "THE MADCAP"

A five act Red Feather
Photoplay.

Featuring Flora Parker
De Haven. A fine
Picture.

Don't Miss This.

Tomorrow -- "Peg O'
The Ring." The Great
Circus Picture.

Always clean, instructive
and amusing pictures.

ACTRESS FLIES IN AEROPLANE IN "THE MADCAP"

Yo, ho, for an aeroplane! moving picture producers go to any lengths these days in order to provide novelty for their patrons. In "The Madcap," a five-reel Universal-Red Feather photoplay, Flora Parker De Haven, the star of the feature, follows them as she lives in a 120-horsepower hydroplane. She is across the sea to a desolate island where her sweetheart-art is sketching and pretending her motor has broken down, engages his interest and further her flirtation with him. It took Miss De Haven nearly two weeks before she felt confident enough to handle the aeroplane by herself, but at last she summoned up enough courage to elevate the ailerons of the machine and to mount from the wave crests of the Pacific ocean into the air and out to an island several miles off the coast where Director William C. Dowling and his company of Universal players were waiting for her to appear. A cameraman filmed her ascent and descent, needless to say.

"The Madcap" was adapted by Lenora Ainsworth from the story by Geo. Gibbs. Vera Doria and Richard Sterling appear in support of Miss De Haven, who in private life is the wife of Charles De Haven the famous vaudeville, who has permanently renounced the variety stage to become a Universal star.

The picture will be shown at the Pastime tonight.

FERGUSON BROTHERS COMING
Ferguson Bros. Stock Company, "the favorites" of Hickory, theatregoers will commence a week's engagement at the Hub theatre Monday October 16th.

The Hickory Garage today received two carloads of Ford automobiles, evenly divided between touring cars and roadsters.

Society

Mr. W. A. Self spent the day in Morganton attending court.

Mrs. W. H. Nicholson and Mrs. J. L. Cilly were Asheville visitors today.

Representative Webb will speak in Brookford tonight and a number of Hickory men will go out to hear him.

Mr. Joe Peterson has gone to Concord where he has accepted a position as bookkeeper.

Mr. L. H. Leslie of Virginia is spending a few days in the city.

A FORTUNE IN ONE PLAY

Many men and women write for the stage, for behind the foot-lights lies the path that sometimes leads to fortunes. Daddy Long-Legs has been the incentive that has deluged producing managers with manuscripts from aspiring playwrights. For many of them have seen the wealth that it has piled up for its producer, its author and the pretty girls who have starred in it, and want to achieve something like it.

When Henry Miller selected the little story book from which he had made the play which has delighted millions all over the world even he himself did not anticipate how much money it would make. For three years three companies have been breaking records in it and this season sees it playing in London, with one company still playing to big business in it in this country and an Australian producing pending. How much money its producers have made will never be known but it is close to half a million dollars. When its author, Jean Webster, died last spring her estate totalled over one hundred and fifty thousand dollars, most of which had accrued in royalties on this play and book. Four years ago pretty Ruth Chatterton was only a leading woman in one of the Miller companies. Daddy Long-Legs made her a star and she now commands a salary of a railroad president or chairman of the board of some big corporation. Owners of theatres in New York, Boston, Chicago, Philadelphia and London, where Daddy Long-Legs has enjoyed long runs look smilingly at the balances that have resulted from the profits they have made on it.

But the theatrical path of fortune is not strewn with such prizes as the quaint little Jean Webster comedy. Thousands of plays are written but few reach the stage but one in a thousand is a success like the story of saucy Judy Abbott, who turned her dreams into realities and furnished the material from which Miss Webster wove the romance which has made many people prosperous and wealthy.

In addition to the Daddy Long-Legs Company now playing in London and another in Australia, Henry Miller is sending out a notable cast in the company which will be seen at the Academy of Music Charlotte, Saturday matinee and night October 14th.

A large crowd of theatregoers from Hickory and surrounding towns will journey to Charlotte to see this remarkable play.

Mr. C. T. Morrison, manager of the Piedmont Realty and Auction Company, went to Cherryville today to may out an advertising campaign for a big auction sale of land on October 21.

SUBSCRIBE TO THE RECORD

WINTER DEMANDS



The winter air chaps your face and nips your hands. Try Lutz's Peroxide Cream. Used every day it will effectively relieve the trouble. Rub it into pores gently morning and evening. It removes all soreness, gives positive relief and acts as a perfect skin food. Price25c

Lutz Drug Store

"On the Corner"

Phones 17 and 317

RIFLE COMPETITION MATCHES IN SOUTH

(By Associated Press.)
Jacksonville, Oct. 11.—Competition for the individual championship of the Southern Rifle Association began here today. The National Rifle Association matches for the championship of the United States will begin October 13 and continue until Oct. 20. About 60 teams, including squads from every branch of the military service of the United States and a number of civilian organizations, are expected to participate in the matches.

THE STATESMAN

The statesman throws his shoulders back and straightens out his tie.

And says, "My friends, unless it rains the weather will be dry." And when this thought into our brains has permeated through we common people nod our heads and loudly cry, "How true."

The statesman blows his massive nose and clears his august throat.

And says, "The ship will never sink as long as it's afloat." Whereat we roll our solemn eyes, applaud with main and might,

And slap each other on the back, the while we say, "He's right."

The statesman waxes stern and warm, his drone becomes a roar. He yells, "I say to you, my friends, that two and two make four."

And whereupon our doubts dissolve, our fears are put to rout, and we agree that here's a man who knows what he's about. —The Expositor



"THE SANITARY WAY"

PHONE 190

Clothes Altered, Cleaned, Pressed,
Dyed and Repaired

CITY PRESSING CLUB

LOOK THE PART

The atmosphere of this big hustling Nation is one of capability and as a natural sequence each man has his part to play.

Be he a professional man or of the mercantile world—no matter what his sphere, let his clothes reflect his ability to do things.

HIGH ART CLOTHES

MADE BY STROUSE & BROTHERS,
BALTIMORE, MD.

have a quality of surrounding their wearer with an air that breathes efficiency and reflects the pulsing, surging force of the successful man.

Impress on others the confidence you have in yourself. Wear "High Art Clothes" and look the part.

Alertly styled, dependably made and reasonably priced, these clothes possess the qualities that appeal to those well dressed men who make clothes an investment rather than an expenditure.

Moretz-Whitener Clo. Co.

"The Quality Shop."

Notice To Delinquent Tax Payers

All delinquent tax payers for the year 1915 are requested to call at the City Manager's office and settle their 1915 taxes on Poll and Property. If not paid on or before October 14th, steps will be taken to collect same.
By order of the City Council.

John W. Ballew, City Manager

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Feel Stupid?
This'll
Brighten You!"

You can get your Chero-Cola
"In a Bottle—Through a Straw"
at Soda Fountains and other
Refreshment Stands.

Everybody knows it
by its name

"Ah—
That's
Best"



"While others are claiming Quality we are guaranteeing it."

ARRIVAL

new stock of

AJAX TIRES

Guaranteed

in writing

5000 MILES

WE have just received our large spring
consignment of Ajax tires. Patter
anticipate your needs, as the demand for
Ajax tires always exceeds the supply.

Sold by

Abernethy Hdw. Co.